



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Contract # 332045

Luc, Inc.
25 Whitlock Place, SW
#201
Maitetta, GA 30064-3142

Schedule Dates 10/17/12-11/05/12
Advertiser Pol/J Atkinson/D/Oth/NC (16948)
Agency/T-Code Luc, Inc. (2895)/867768541
Product Political (1065)
Brand 2453 NC SUPERINT (137529)
Salesperson Telerep/Atlanta, Atlanta (1044)
Sales Office Telerep/Atlanta
Buyer Name MILLS,AMY
Phone/Fax

Date Entered 09/19/12
Last Modified 11/01/12
Entered By Jill Hipskind
CO-OP No
Headline # 06322869
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,781.25
Net Total \$10,093.75
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012 22 Spots \$10,800.00
Nov. 2012 1 Spots \$1,075.00
Grand Total: 23 Spots \$11,875.00

CPE 2453
Account Types National/Political
Billing Type Standard
Comments ATKINSON NC SUPERINT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	6:30A-7A (EST)									1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/19/12
2.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	6:30A-7A (EST)									1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/19/12
3.0	Normal Line / Spot	10/18/12-10/18/12	5	:30	7A-8A (EST)					1				1	\$775.00	\$775.00	Charlotte (WSOC)	NEWS DAYBREAK	9/19/12
4.0	Normal Line / Spot	10/26/12-10/26/12	5	:30	7A-8A (EST)					1				1	\$775.00	\$775.00	Charlotte (WSOC)	NEWS DAYBREAK	9/19/12
5.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	7A-8A (EST)						1			1	\$325.00	\$325.00	Charlotte (WSOC)	GMA	9/19/12
6.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	7A-8A (EST)						1			1	\$300.00	\$300.00	Charlotte (WSOC)	NEWS SAT	9/19/12
7.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	9A-10A (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS SUN	9/19/12
8.0	Normal Line / Spot	10/24/12-10/24/12	5	:30	9A-10A (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE W KELLY	9/19/12
9.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	10A-11A (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE W KELLY	9/19/12
10.0	Normal Line / Spot	10/23/12-10/23/12	5	:30	10A-11A (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/19/12
11.0	Normal Line / Spot	10/17/12-10/17/12	5	:30	10:58A-11:57A (EST)									1	\$550.00	\$550.00	Charlotte (WSOC)	VIEW	9/19/12
12.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	10:58A-11:57A (EST)									1	\$550.00	\$550.00	Charlotte (WSOC)	VIEW	9/19/12
13.0	Normal Line / Spot	10/18/12-10/18/12	5	:30	12P-1P (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12
14.0	Normal Line / Spot	10/23/12-10/23/12	5	:30	12P-1P (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12

CONFIRMATION CONTRACT

Date: **Accepted-Station:** **Date:** **Comments:**

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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LUC, Inc.
25 Whitlock Place, SW
#201
Marietta, GA 30064-3112

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Comments ATKINSON NC SUPERINT
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Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	22	\$10,800.00
Nov. 2012	1	\$1,075.00
Grand Total:	23	\$11,875.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/24/12-10/24/12	5	:30	12P-1P (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12
16.0	Normal Line / Spot	10/26/12-10/26/12	5	:30	12P-1P (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12
17.0	Normal Line / Spot	10/26/12-10/26/12	5	:30	2P-3P (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	GENERAL HOSPITAL	9/19/12
18.0	Normal Line / Spot	10/18/12-10/18/12	5	:30	3P-4P (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	KATIE	9/19/12
19.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	3P-4P (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	KATIE	9/19/12
20.0	Normal Line / Spot	10/17/12-10/17/12	5	:30	5P-5:30P (EST)			1						1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS @ 5	9/19/12
21.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	5P-5:30P (EST)				1					1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS @ 5	9/19/12
22.0	M/G For 3.0.1 / Spot	10/17/12-10/19/12	6	:30	4P-5P (EST)				X	X	X			1	\$775.00	\$775.00	Charlotte (WSOC)	NEWS @ 5	9/19/12
23.0	M/G For 4.0.1 / Spot	10/26/12-10/26/12	6	:30	6:30A-7A (EST)						1			1	\$750.00	\$750.00	Charlotte (WSOC)		10/16/12
24.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	1:35A-2:05A (EST)						X			1	\$25.00	\$25.00	Charlotte (WSOC)		10/25/12
25.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	7A-8A (EST)								1	1	\$1,075.00	\$1,075.00	Charlotte (WSOC)		11/1/12

CONFIRMATION CONTRACT

Date: Accepted Station:

Date: Comments:

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Bookend P/B Piggy Back

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